ICA Latin America: Promoting Copper Demand

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Latin America Market Coverage
Geographical Coverage

1,485 kt
91% of market

Source: 2014 IWCC/ICA Dataset
ICA Initiatives cover 59% of total market

Segments covered by ICA

Source: 2014 IWCC/ICA Dataset
ICA Initiatives cover 62% of total market

Source: 2014 IWCC/ICA Dataset
Latin America Programs
Latin America Program Structure

Market Development Programs

EPES
- Motor
- Transformer

W&C
- Building Wire
- Power Cables

BCNE
- Water Heating Systems
- Antimicrobial Copper

Market Support Programs

- Communication
- MIDM
- Fund Raising
Energy Policies and Efficiency Standards (EPES)
Energy Efficient Motors
Energy Efficient Motors
Objectives

- Improve penetration of highest efficiency motors:
  - Continuous update of Minimum Energy Performance Standards (MEPS)
  - Ensuring compliance
  - Promoting life cycle cost concepts
- Current target is IE3 efficiency level:
  - Upgrade from mandatory IE2 level in Brazil
  - IE3 compliance in Mexico
Total Ownership Cost (TOC) for motors

- Acquisition cost
- Energy cost
- Production interruption cost

Maintenance cost
Fractional horsepower (FHP) motor standard: Brazil

- Revise standard to improve MEPS levels and issue draft after public comments
- Finished the draft of standard with changes planned and MEPS improved
- Currently the document is in process by ABNT
- Next steps: public discussion and final draft with comments
Efficiency motor case studies: Mining companies in Peru

- **Concluded cases**
  - Antamina (BHP Billiton, Glencore, Teck and Mitsubishi)
  - Cerro Verde (Freeport)

- **Replica cases**
  - Minera Horizonte (gold)
Wire and Cable (W&C)
Building Wire
Building Wire

Objective

- Increase and defend copper intensity of use for electrical installations in new constructions and in refurbishment projects
Disseminate proposition to turn mandatory electrical inspection in Mexico

- Inspection for electrical residential installations is voluntary
- Six proposals had been delivered to authorities including
  - compulsory inspection
  - refurbishment financing,
  - certification of installers
- Expected modification in 2016 of electrical code
Submit for public discussion draft of updated Chilean Electrical Code

- Include in update of Chilean Electrical Code:
  - Increase in:
    - Outlets minimum cable size
    - Number of outlets
    - Feeder cables X-section
  - Dedicated circuits for kitchen and bathroom
Building Construction Non-Electrical (BCNE)
Water Heating Systems
Water Heating Systems

Objectives

• Defend copper/alloys in water heating systems and hot water distribution network in new houses and buildings.

• Increase copper usage through demand for solar water heaters – flat solar collectors.
Mexico: Aim for Mandatory Standard for Solar Water Heating System

Thousand square meters installed per year in Mexico
Water Heating Systems
Adopt incentives in Chile for Solar Heaters

- Partnership with GEF / PNUD / Ministry of Energy
- Sustain growth rate of 45 - 50% for solar water heaters in Chile:
  - Tax Incentive
  - Installers training
  - Best market practices adoption
Summary of Activities in Latin America

- **Annual Investment**
  - ICA funding: $5.0 million
  - Co-funding: $2.5 million

- **Stakeholders**
  - More than 350 partners support ICA activities

- **Tonnage Impact per Year**
  - More than 20,000 tonne are added to copper demand
Thank you

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